

**Contract # 1400736**

Date Entered

10/25/12

West Palm Beach (WPEC)

By Broadcast Month

Rate

WPEC

1100 Fairfield Dr.

West Palm Beach, FL 33407



Schedule Dates

10/30/12-11/05/12

Last Modified

10/25/12

Comments

Advertiser

American Crossroads (41509)

Agency

Crossroads Media-Alexandria (2097)

Product

POLITICAL CANDIDATE SUPER PAC (ms) (1386)

Brand

AMER CROSSROAD 10/30 (462055)

Sales Office

TeleRep/DG, Washington DC (2995)

Buyer Name

SANTUOSO,MICHELLE

Phone/Fax

/

CPE

11/27/1274

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

AMER CROSSROAD 10/30

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

By Broadcast Month	Spots	Rate
Nov. 2012	60	\$71,925.00

Grand Total:	60	\$71,925.00
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NB  
10/25/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



**WPEC**  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

Advertiser  
Crossroads Media-Alexandria (41509)  
Product  
POLITICAL CANDIDATE SUPER PAC (ms) (1306)  
Salesperson  
AMER CROSSROAD 10/30 (462055)  
Brand  
TeleRep/DC, Washington DC (2995)  
Sales Office  
Buyer Name  
SANTUOSO, MICHELLE  
Phone/Fax  
/ CPE  
Account Types  
Billing Type  
Comments

11/27/1274  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
AMER CROSSROAD 10/30

Date Entered	10/25/12	Last Modified	Nancy Brutus
Entered By		Comments	
By Broadcast Month	Nov. 2012	Spots	60
Grand Total:		\$71,925.00	
Comments:			

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 13.0	Unapproved (NewL) / Prime	11/05/12-11/05/12	3	:30	10P- CBS-Hawaii Five-0 (Monday)								1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		10/25/12	
Est 14.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	11P- 11:30P (EST)								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12	
Est 15.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	5	:30	12:30P- 4P (EST)								1	\$550.00	\$550.00	West Palm Beach (WPEC)		10/25/12	
Est 16.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	5A- 5:30A (EST)								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	
Est 17.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	5P- 5:30P (EST)								1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12	
Est 18.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	6P- 6:30P (EST)								1	\$1,125.00	\$1,125.00	West Palm Beach (WPEC)		10/25/12	
Est 19.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	6A- 7A (EST)								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12	
Est 20.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	7P- 7:30P (EST)								1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12	
Est 21.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	9A- 10A (EST)								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	
Est 22.0	Unapproved (NewL) / Football	11/03/12-11/03/12	4	:30	BP- Sports-CBS SEC Football								1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/25/12	
Est 23.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	11P- 11:35P (EST)								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12	
Est 24.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	11:35P- 12:45A (EST)								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	
Est 25.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	6A- 7A (EST)								1	\$275.00	\$275.00	West Palm Beach (WPEC)		10/25/12	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Site 555  
Alexandria, VA 22314

### Contract # 1400736

Schedule Dates

10/30/12-11/05/12

Last Modified

10/25/12

Entered By

Nancy Brutus

Comments



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407  
Product: POLITICAL CANDIDATE SUPER PAC (ms) (1386)

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

Contract #	1400736	Date Entered	10/25/12	Last Modified	10/25/12	By Broadcast Month	Spots	Rate
Advertiser	American Crossroads (41509)	Entered By	Nancy Brutus	Endorsed By		Nov. 2012	60	\$73,925.00
Agency	Crossroads Media-Alexandria (2097)	CO-OP	No			Grand Total:	60	\$71,925.00
Brand		Headline #	06395726					
Salesperson	AMER CROSSROAD 10/30 (462055)	Demo	A35+R					
Sales Office	TeleRep/DC, Washington DC (2995)	Order Type	Normal					
Buyer Name	SANTUOSO, MICHELLE	Packaged Deal						
Phone/Fax	/	Commission %	15.00					
CPE	11/27/1274	Commission	\$10,788.75					
Account Types	National/Political Issue Agency BRD	Net Total	\$61,136.25					
Billing Type	Weekly/Irregular	Sales Tax						
Comments	AMER CROSSROAD 10/30							

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec:	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est. 39.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	7P- 7:30P (EST)				1				1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12	
Est. 40.0	Unapproved (NewL) / Prime	11/04/12-11/04/12	3	:30	8P- 9P (EST)					1			1	\$5,600.00	\$5,600.00	West Palm Beach (WPEC)	BIG BANG/2.5 MEN	10/25/12	
Est. 41.0	Unapproved (NewL) / SPOT	11/04/12-11/04/12	3	:30	9A- 10A (EST)					1			1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	
Est. 42.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	11P- 11:35P (EST)					1			1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12	
Est. 43.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	5	:30	12:30P- 4P (EST)					1			1	\$550.00	\$550.00	West Palm Beach (WPEC)		10/25/12	
Est. 44.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	5A- 5:30A (EST)					1			1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	
Est. 45.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	5P- 5:30P (EST)					1			1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12	
Est. 46.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	6P- 6:30P (EST)					1			1	\$1,125.00	\$1,125.00	West Palm Beach (WPEC)		10/25/12	
Est. 47.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	6A- 7A (EST)					1			1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12	
Est. 48.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	7P- 7:30P (EST)					1			1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12	
Est. 49.0	Unapproved (NewL) / Prime	10/30/12-10/30/12	3	:30	8P- CBS-NUTS (Tuesday)					1			1	\$7,500.00	\$7,500.00	West Palm Beach (WPEC)		10/25/12	
Est. 50.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	9A- 10A (EST)					1			1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	
Est. 51.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	10A- 11A (EST)					1			1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12	
Est. 52.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	11:35P- 12:35A (EST)					1			1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

Contract #	1400736	Date Entered	10/25/12
Schedule Dates	10/30/12-11/05/12	Last Modified	
Advertiser	AMERICAN CROSSROADS (41509)	Entered By	Natley Brutus
Agency	Crossroads Media-Alexandria (2097)	CO-OP	No
Product	POLITICAL CANDIDATE SUPER PAC (ps) (1386)	Headline #	06395776
Brand	AMER CROSSROAD 10/30 (462055)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	SANTUOSO,MICHELLE	Commission %	15.00
Phone/Fax	/	Commission	\$10,788.75
CPE	1/27/1274	Net Total	\$61,136.25
Account Types	National/Political Issue Agency BRD <th>Sales Tax</th> <td></td>	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	AMER CROSSROAD 10/30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*,  
AMER CROSSROAD 10/30

West Palm Beach (WPEC)  
By Broadcast Month Spots Rate  
Nov. 2012 60 \$71,925.00

Grand Total:

60

\$71,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 53.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	12P- 12:30P (EST)								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12	
Est 54.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	4P- 5P (EST)								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12	
Est 55.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	5:30A- 6A (EST)								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12	
Est 56.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	5:30P- 6P (EST)								1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12	
Est 57.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	6:30P- 7P (EST)								1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/25/12	
Est 58.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	7A- 9A (EST)								1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12	
Est 59.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	7:30P- 8P (EST)								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12	
Est 60.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	9A- 10A (EST)								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

WQEC #1400736

Total Charges: \$ 71.92 \$\*

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12  
Date

Stephen May  
Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Signature

Accepted in Part

Printed Name

Rejected

Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Nishan  
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Morris - Alexandria  
110 Canal Ctr. Plaza, Suite 555  
Alexandria, VA 22314

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: AVACs & Rates

Final Disposition: Order Placed \$71,925=

If Committee, list officers and position: Treasurer: Marjee Clancy

TAKEN BY: Cheryl Blazic DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

T Rep Wash